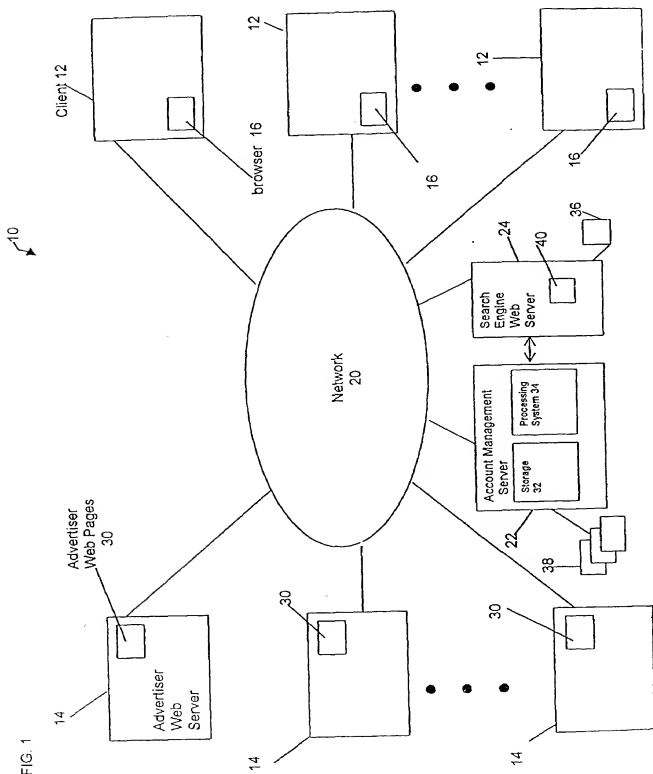


Patent Application for: SYSTEM AND METHOD FOR PROVIDING PLACE AND PRICE PROTECTION IN A SEARCH  
RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE

Inventor(s): Dominic Cheung, et al.

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Attorney Docket No.: 9623/329



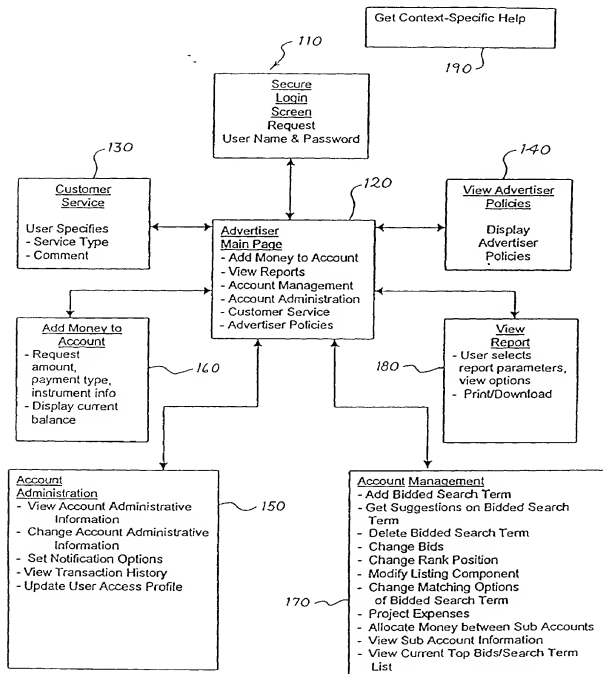
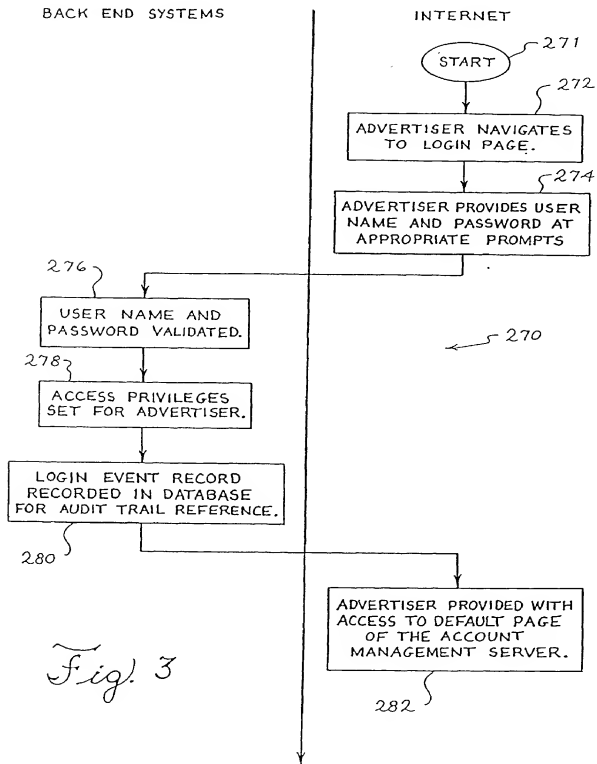
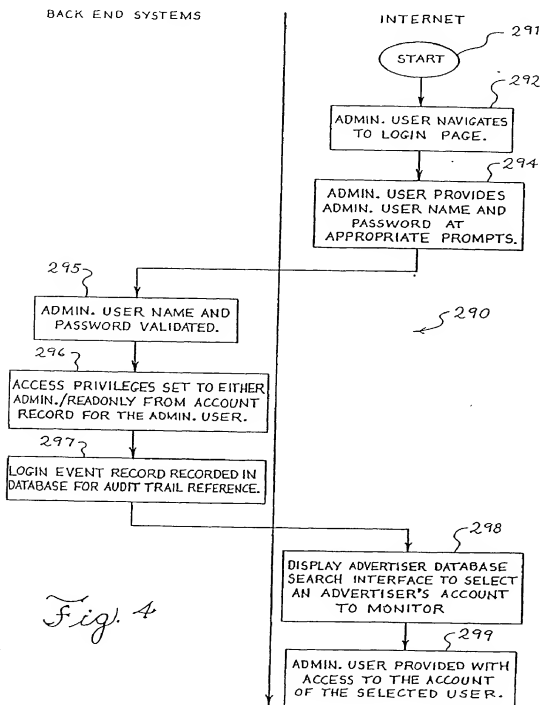


Fig. 2





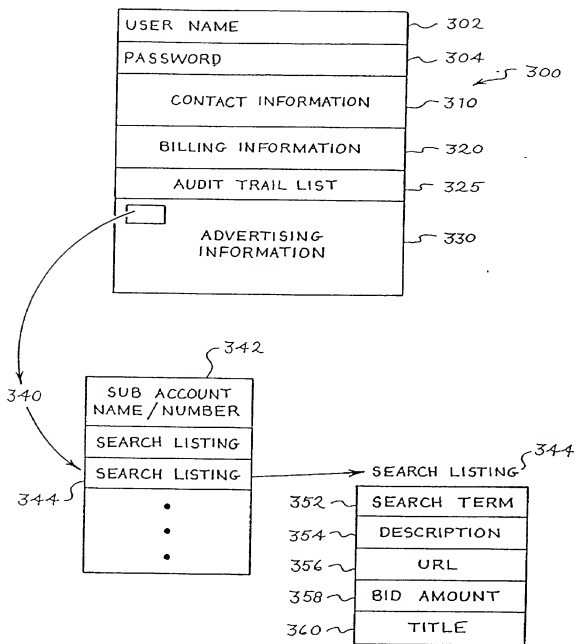
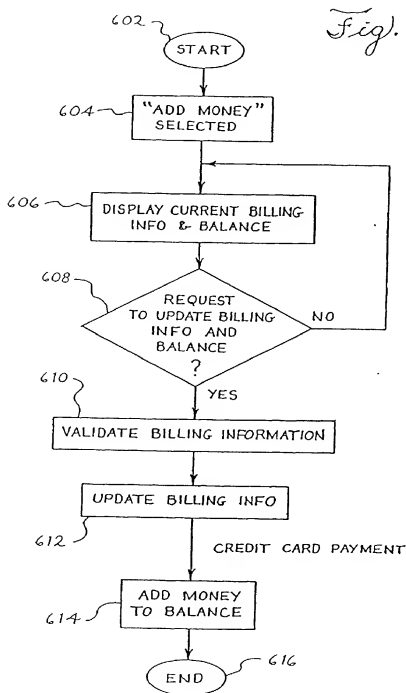
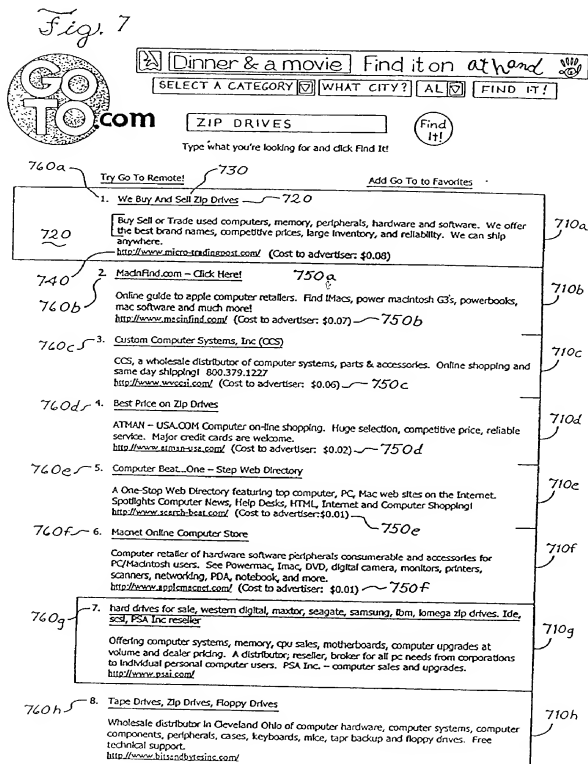


Fig. 5





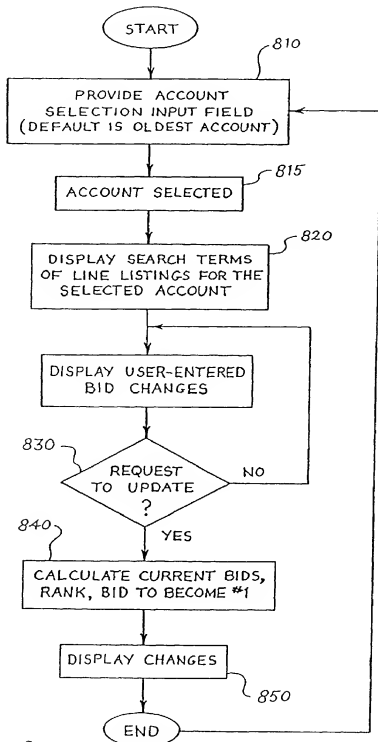


Fig. 8



900

CAMPAIGN #1
▼

PAGE 1
▼

SEARCH TERM	CURRENT BID	CURRENT RANK	BID TO BECOME #1	NEW BID
CAR	0.01	10	1.00	0.01
AUTO	0.10	5	2.00	0.12
AUTOMOBILE	0.13	2	1.50	0.15

UPDATE BIDS

912

Fig. 9

FIG. 10

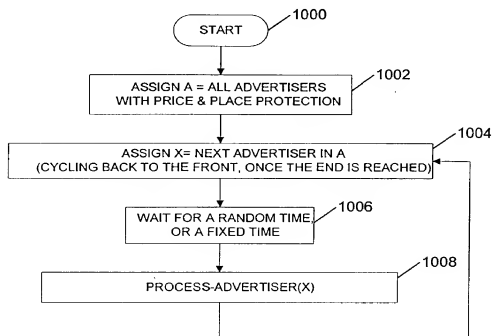


FIG. 11

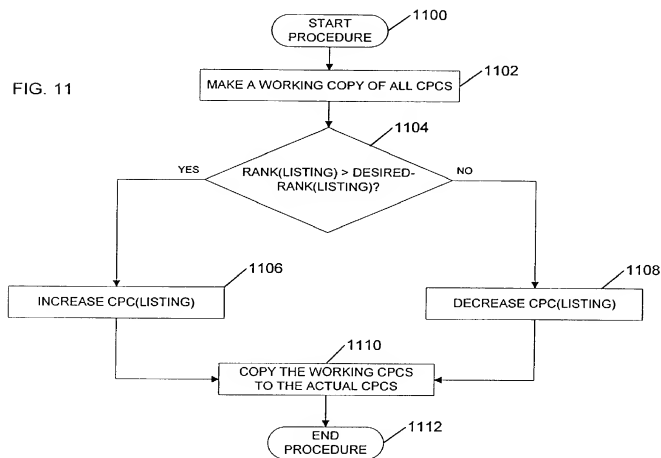


FIG. 12

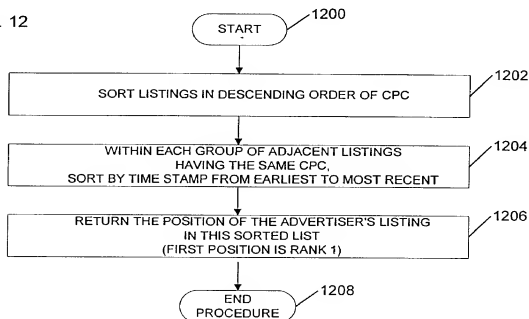


FIG. 13

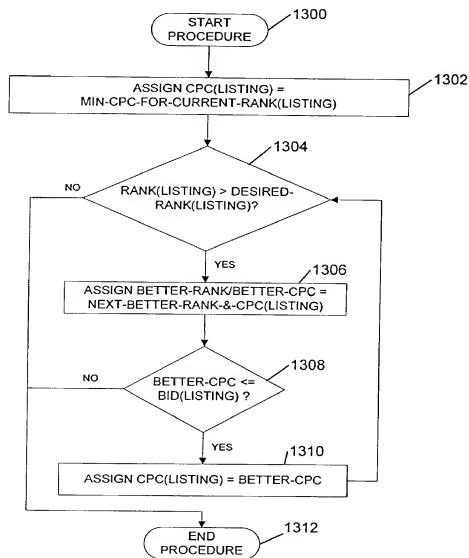


FIG. 14

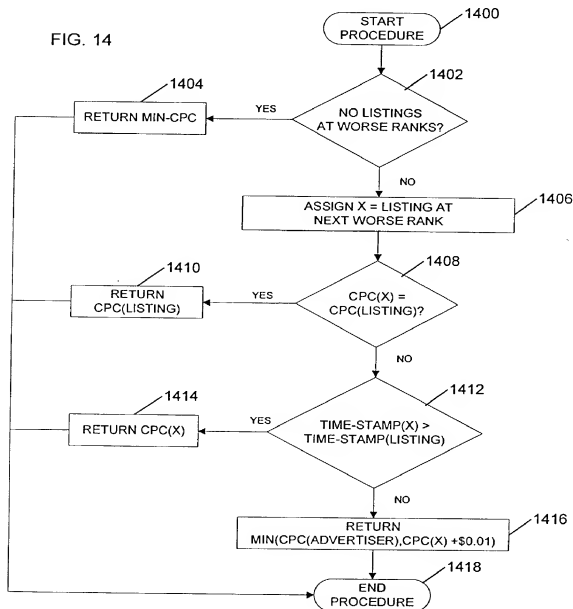


FIG. 15

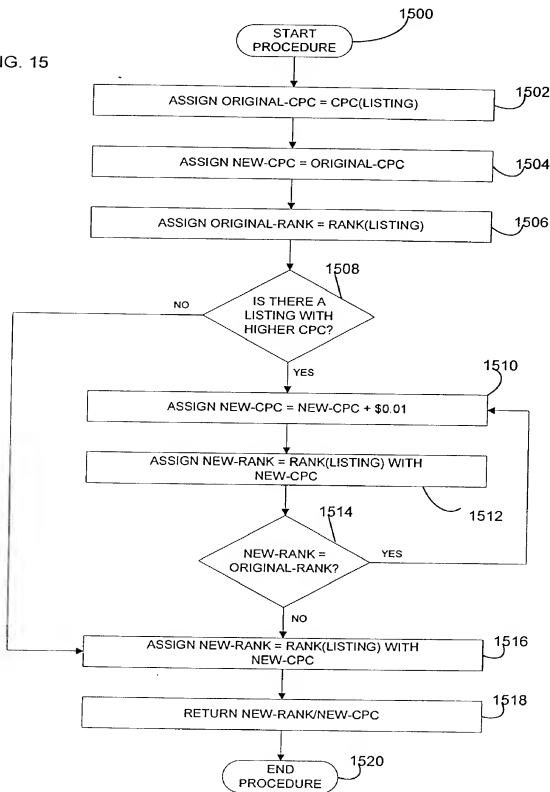


FIG. 16

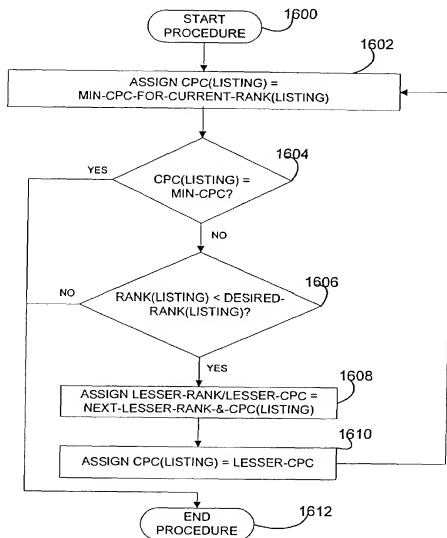




FIG. 17

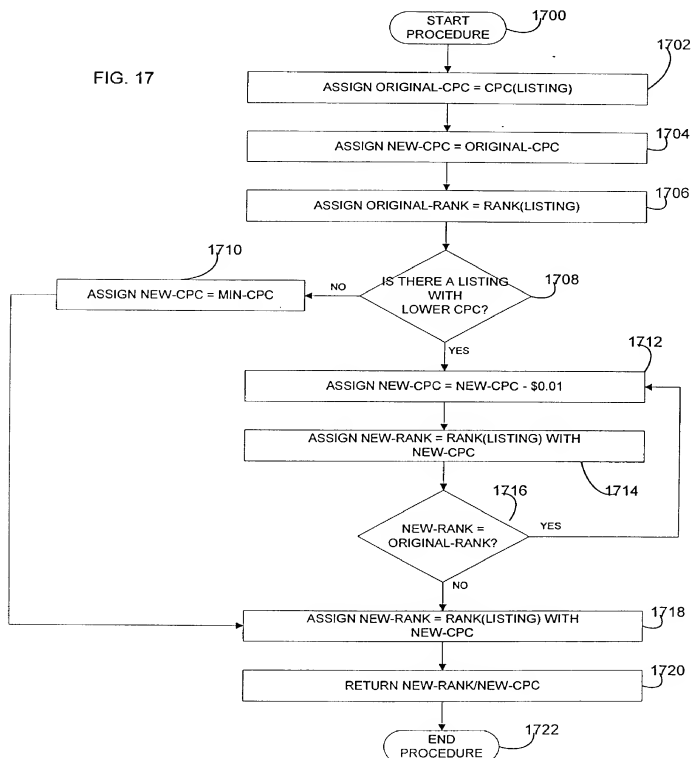


FIG. 18

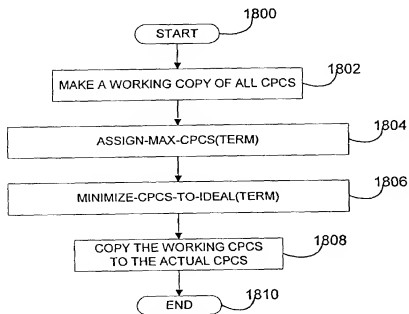
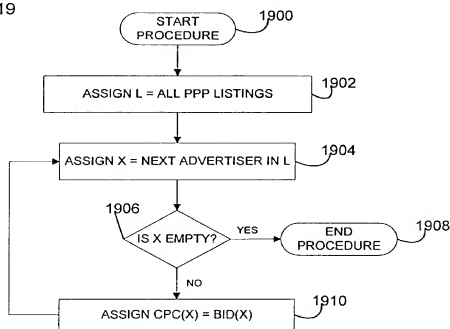


FIG. 19



09/22/03 10:32:02

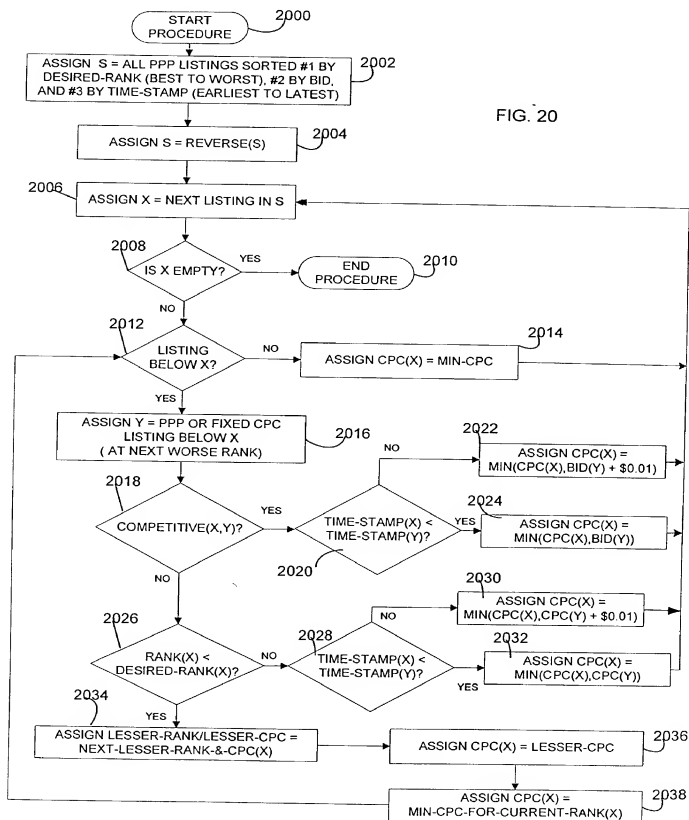


FIG. 21

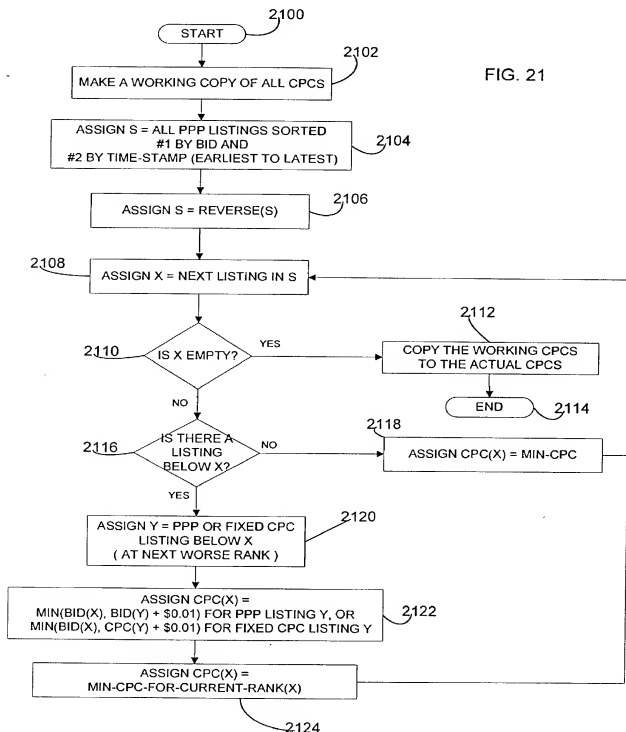


FIG. 22

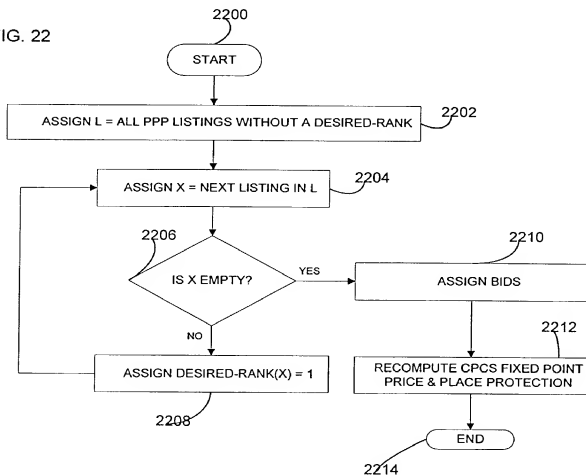


FIG. 23

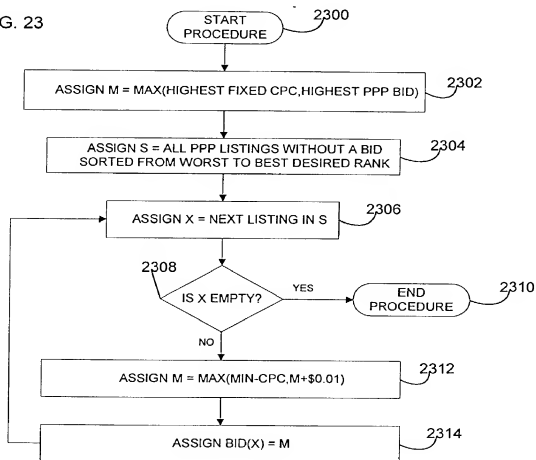


FIG. 24

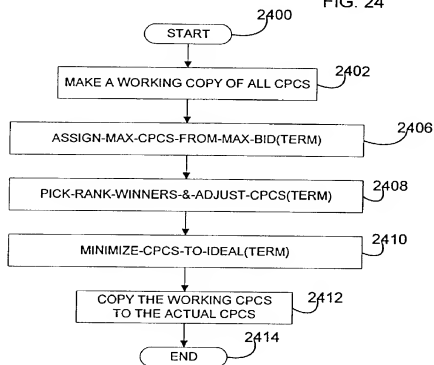




FIG. 25

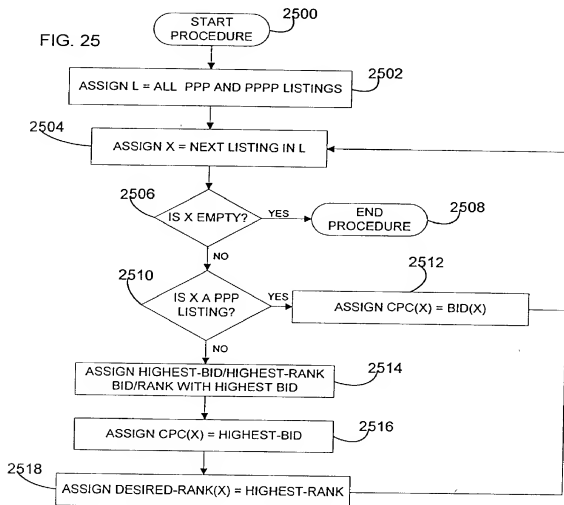


FIG. 26

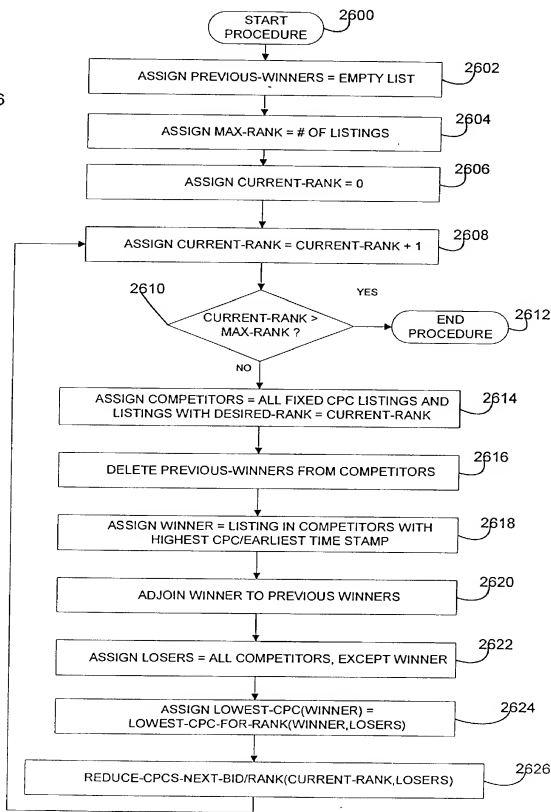


FIG. 27

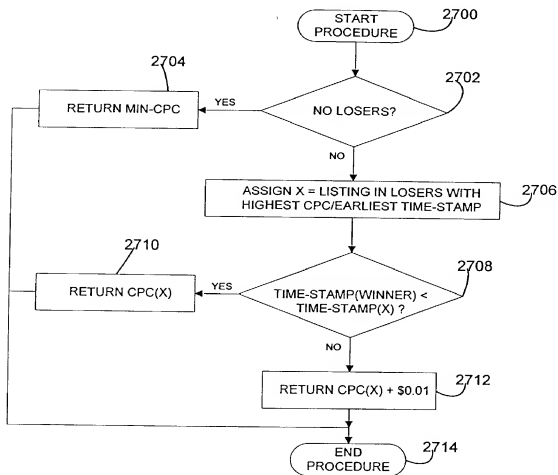


FIG 28

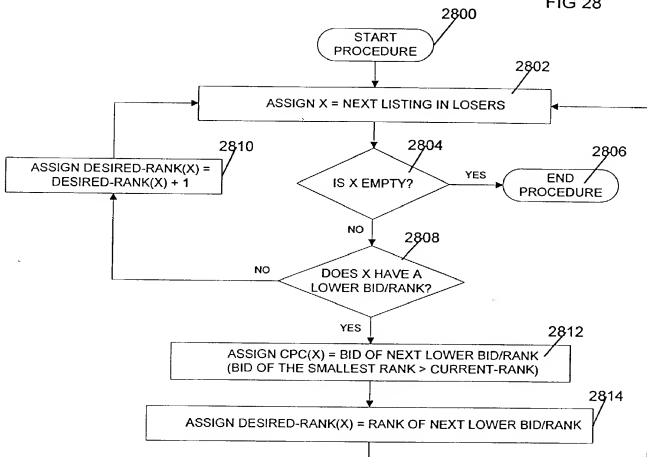
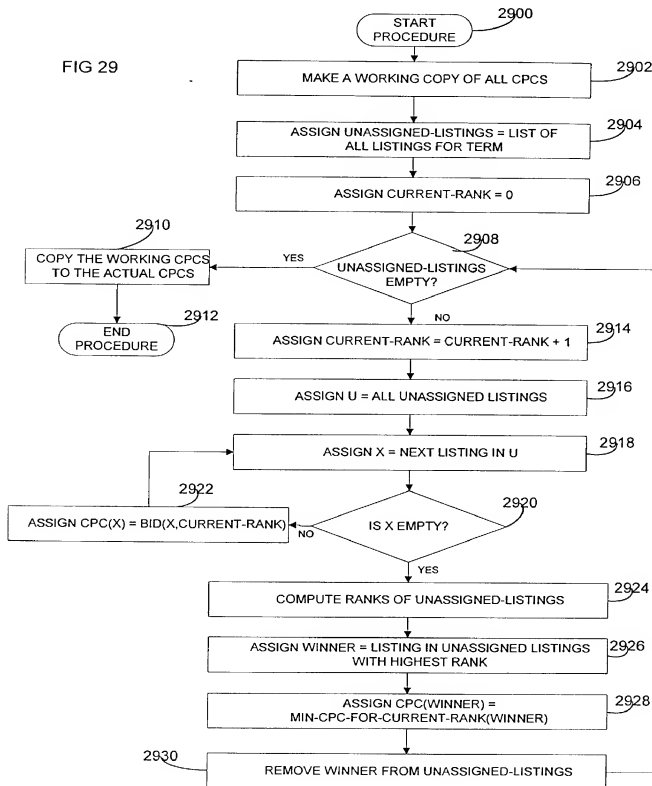


FIG 29



```

graph TD
    3000([START PROCEDURE]) --> 3002[INITIALIZE WORKSPACE]
    3002 --> 3004[DETERMINE WINNERS]
    3004 --> 3006[DETERMINE CPC'S]
    3006 --> 3008([END PROCEDURE])
  
```

3140

FIG. 31

3156	3154	3142	3144	3146	3148	3150	3152	3174
		Alpha PPPP	Bravo PPPP	Charlie fixed CPC	Delta PPP	Echo PP	Foxtrot Place Prot.	Winner CPC
Timestamp:		723	750	77	617	687	139	TBD
3158	Rank 1	\$1.10	\$1.00	\$0.90	-	\$0.75	-	TBD
3160	Rank 2	\$1.30	\$1.20	\$0.90	\$0.75	\$0.75	-	TBD
3162	Rank 3	-	\$0.80	\$0.90	\$0.75	\$0.75	X	TBD
3164	Rank 4	\$0.50	\$0.70	\$0.90	\$0.75	\$0.75	-	TBD
3166	Rank 5	\$0.40	\$0.70	\$0.90	\$0.75	\$0.75	-	TBD
3168	Rank 6	-	\$0.70	\$0.90	\$0.75	\$0.75	-	TBD
3170	Rank 7	-	\$0.70	\$0.90	\$0.75	\$0.75	-	TBD
3172	Rank 8	-	\$0.70	\$0.90	\$0.75	\$0.75	-	TBD

FIG 32

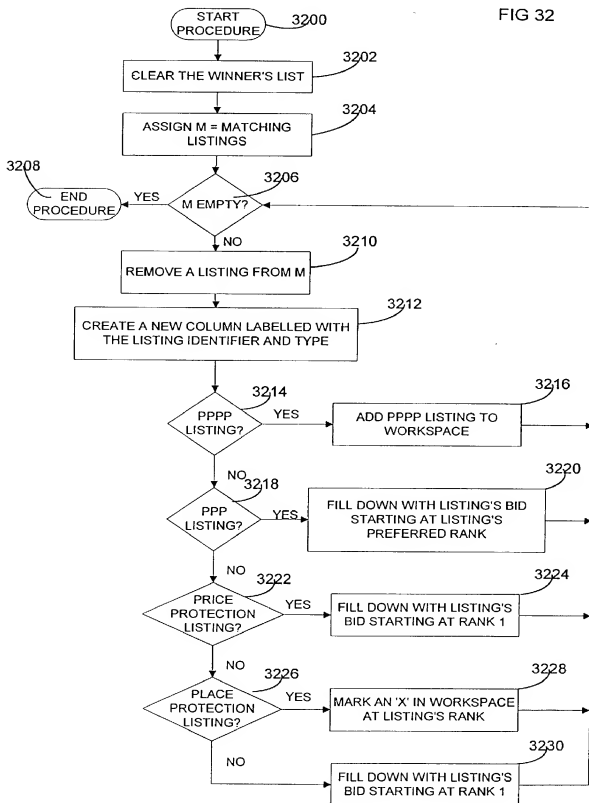




FIG 33

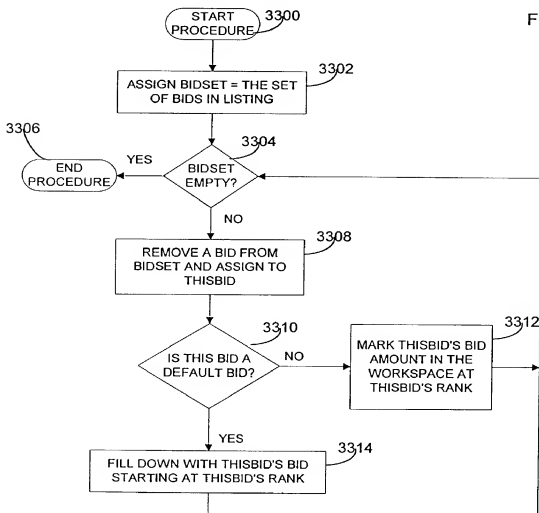


FIG 34

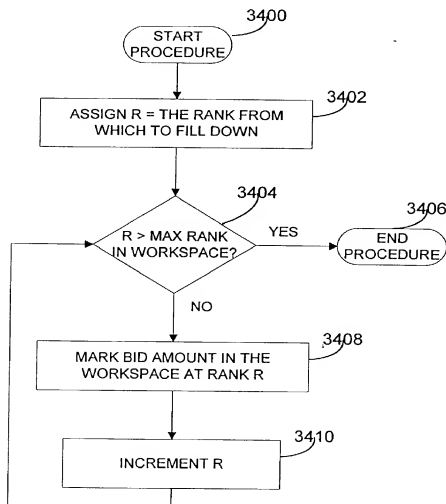
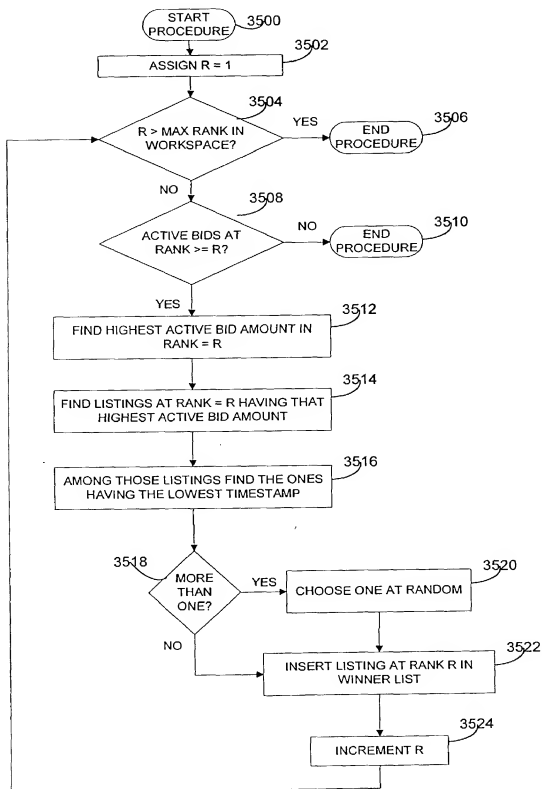
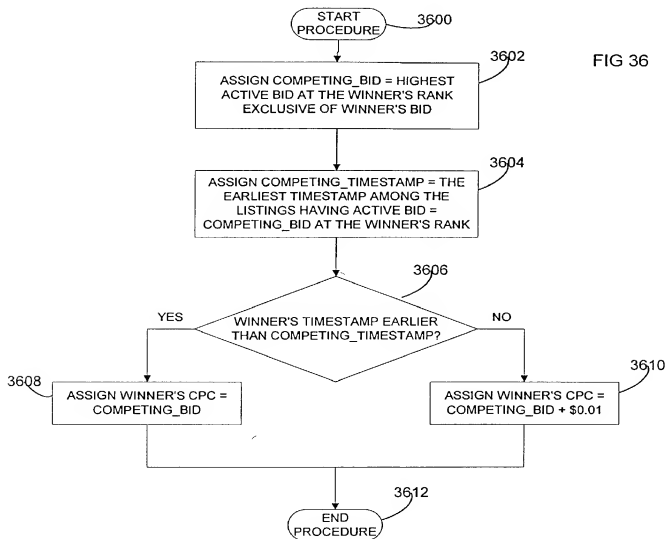


FIG 35





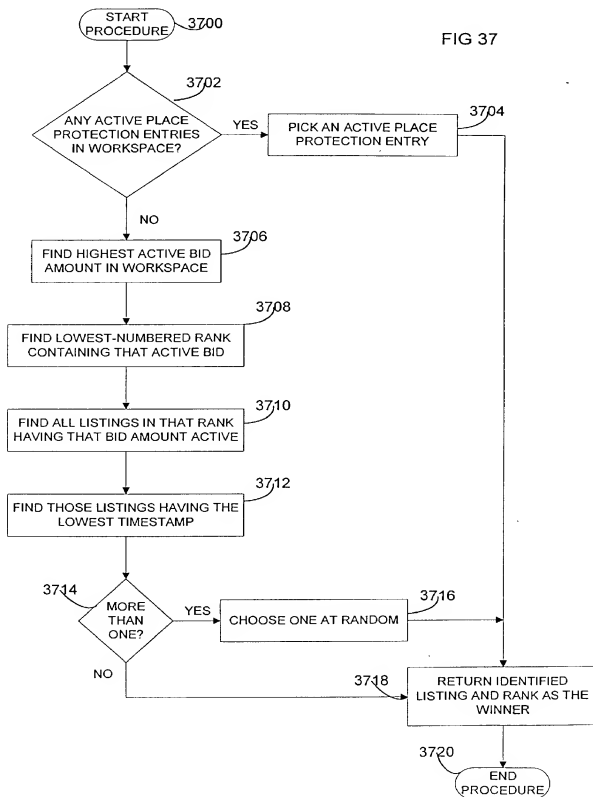


FIG 38

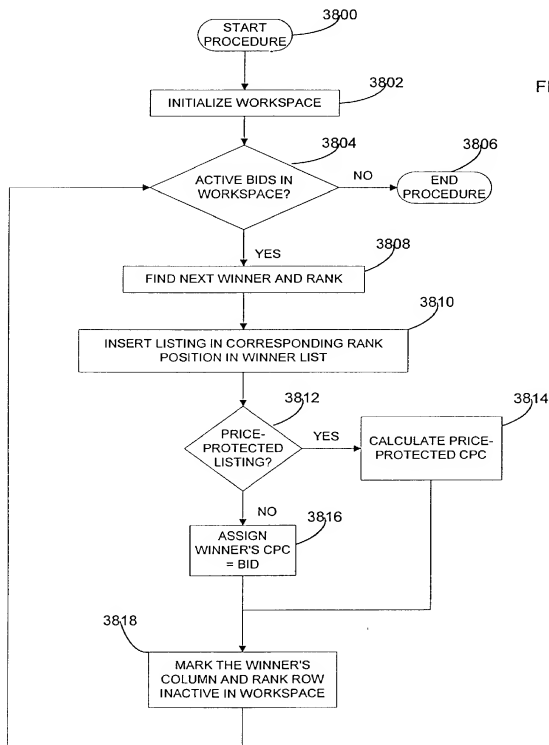


FIG 39

